

KEVN EEO PUBLIC FILE REPORT

For the period December 1, 2004 through November 30, 2005



Job Title: Weekend Sports Anchor		Date Filled: January 17, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
TV Jobs	4	1
Number of Applicants Interviewed:	4	
Job Title: Assignment Editor		Date Filled: February 5, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
KEVN Website	1	1
Ohio Ctr. Broadcasting	1	
S.D. Job Services	3	
Number of Applicants Interviewed:	5	
Job Title: Traffic Assistant		Date Filled: February 21, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
Rapid City Journal	5	1
rapidcityjournal.com	3	
Number of Applicants Interviewed:	8	
Job Title: Account Executive		Date Filled: March 1, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
Industry Referral	1	
Rapid City Journal	3	
rapidcityjournal.com	1	1
Number of Applicants Interviewed:	5	
Job Title: Account Executive		Date Filled: March 2, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
Industry Referral	1	
Rapid City Journal	4	1
Number of Applicants Interviewed:	5	

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Job Title: News Reporter		Date Filled: March 14, 2005	
Referral Source	Number of Applicants Interviewed	Hired ?	
Employee Referral	1		
TV Jobs	1	1	
Number of Applicants Interviewed:	2		
Job Title: News Reporter		Date Filled: March 28, 2005	
Referral Source	Number of Applicants Interviewed	Hired ?	
Industry Referral	1		
TV Jobs	2	1	
Number of Applicants Interviewed:	3		
Job Title: News Reporter		Date Filled: March 31, 2005	
Referral Source	Number of Applicants Interviewed	Hired ?	
Industry Referral	1	1	
TV Jobs	2		
Number of Applicants Interviewed:	3		
Job Title: Traffic Assistant		Date Filled: April 19, 2005	
Referral Source	Number of Applicants Interviewed	Hired ?	
B.H. Regional Job Fair	6		
Industry Referral	1	1	
Rapid City Journal	3		
Number of Applicants Interviewed:	10		
Job Title: Account Executive		Date Filled: June 20, 2005	
Referral Source	Number of Applicants Interviewed	Hired ?	
Industry Referral	1		
Rapid City Journal	6	1	
Number of Applicants Interviewed:	7		

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Job Title: Director of Sales		Date Filled: August 25, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
Industry Referral	1	1
Number of Applicants Interviewed:	1	

Job Title: Assignment Editor		Date Filled: September 6, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
Employee Referral	1	1
Number of Applicants Interviewed:	1	

Job Title: Account Executive		Date Filled: October 17, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
Industry Referral	3	
KEVN Website	1	
Rapid City Journal	6	1
Number of Applicants Interviewed:	10	

Job Title: Chief Meteorologist		Date Filled: October 24, 2005
Referral Source	Number of Applicants Interviewed	Hired ?
Industry Referral	1	
National Weather Association	1	
TV Jobs	1	1
Number of Applicants Interviewed:	3	

Total Number of Persons Interviewed For All Full-Time Vacancies Filled: 67

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Total Number of Interviewees For All Full-Time Vacancies Filled During The Past Year Per Recruitment / Referral Sources:			
Referral Source	Contact Person	Address	Number of Interviewees Referred
B.H. Regional Job Fair		Rapid City, SD	6
B.H. State University		Spearfish, SD	0
Employee Referral		Rapid City, SD	2
Industry Referral		Rapid City, SD	11
KEVN Website	Jack Caudill	Rapid City, SD	2
Medialine		medialine.com	0
Mississippi State Univ.		msstate.edu	0
National Weather Association		nwas.org	1
Northern State University	careerdev@northern.edu	Aberdeen, SD	0
Ohio Ctr. Broadcasting	Gary James	funjobsonair.com	1
Rapid City Journal	Marie Johnson	Rapid City, SD	27
rapidcityjournal.com	Marie Johnson	Rapid City, SD	4
S.D. Broadcasters Assn		Pierre, SD	0
S.D. Job Services	Bonnie Zachman	Rapid City, SD	3
S.D. Tech	sdsmt.edu	Rapid City, SD	0
S.D. State University		Brookings, SD	0
TV Jobs		tvjobs.com	10
University of S.D.		Vermillion, SD	0
University of Sioux Falls	cs@usioxfalls.edu	Sioux Falls, SD	0
Winona State University		carrer@winona.edu	0
		Total	67

KEVN Inc.
Form 396
Exhibit 3
Outreach Activities

The management of KEVN-TV considers our employees the most valuable asset. KEVN-TV has strived to have diversity among our staff in order to bring different ideas and perspectives to our organization. We believe that this makes KEVN-TV a better place to work and a better station for the communities we serve.

During the two years covered by this report, the News Department has provided internships for area college students. The interns gain experience from all aspects of the newsroom and learn how to gather news as well as how to write and produce news stories. From June through August of 2004, we had a local intern attending Mankato State University. From May through July of 2005, we had an intern from Sturgis, South Dakota who was attending SDSU. It is not uncommon for interns to eventually move into a full time position with one of the local stations. One of our prior interns from years ago now serves as the KEVN Sports Director.

During the two years covered by this report, KEVN has provided on-the-job training designed to enable station personnel to acquire skills that could qualify them for higher-level positions. Part-time employees have been promoted to full-time positions in the News and Production Departments. One part-time employee was promoted to full-time New Photographer in December 2003, then promoted to Production Director in May 2004 and then promoted to Avid Editor. This employee has been encouraged to grow professionally and creatively. Other full-time employees have advanced to the higher-level positions of Promotion Director, Traffic Manager, and Program Director. It is the philosophy of the management of KEVN-TV that encourages employees to learn not only how to do their job, but also to learn and understand all aspects and areas of a television station and to realize their full potential for advancement.

On October 20, 2004, the CFO, News Director and Production Manager participated in the *Fall Career Festival and Graduate School Fair (Job Fair)* on the campus of Black Hills State University in Spearfish, South Dakota. On March 23, 2005, the CFO, News Director, Production Manager, Chief Engineer, Sales Manager and General Manager participated in Black Hills Regional Job Fair at the Rushmore Plaza Civic Center in Rapid City, South Dakota. Over 75 applications and resumes were received. In 2006, KEVN-TV will be a cosponsor of the *Black Hills Regional Job Fair*. Our General Manager currently volunteers her time to serve on the board that will plan, organize and oversee this major event.

KEVN participates in many community education and outreach programs. In March, 2004 and April, 2005 KEVN News Director took an active part in "Career Days" as he spoke to the students at Lincoln Academy. In February, 2005, KEVN News Director/Anchor began to volunteer as an instructor and mentor for Junior Achievement. He continues to volunteer his time to teach classes. On Oct 5, 2005, KEVN co-anchor/reporter mentored a Spearfish High School Student for full day of "student shadowing" that included reporting, editing and producing a story for our nightly newscast. In October, 2005, KEVN News Director visited an area classroom to educate students on the opportunities in broadcasting. KEVN regularly invites and hosts local schools and youth organizations for tours of our station. As the guests move throughout the building, they learn about each department and the role each position plays in operating the TV station.